CLASSIFIED ADVERTISING

644-1070 Oakland County 591-0900 Wayne County 852-3222 Rochester/Rochester Hills

BUY IT. SELL IT. FIND IT.

CLASSIFIED DIRECTORY

SECTION	
Auto For Sale	F-C
Help Wanted	F
Home & Service Directory	F
Merchandise For Sale	F
Real Estate	E
Rentals	E

MORE CLASSIFIEDS

This classification continued from Page 12F.

823 Vans

GMC, 1985 HD Vandura 3500, good condition, 350, 400 Turbo trans, 47,769 miles, commercial use, $4,700. Ask for Rob at: 353-5318

GMC 1988 Safari Van- black, loaded, 22,000 mi., $12,500. Very clean. Ask for Ken at Work: 348-1040

GRAND CARAVAN SE 89 Loaded, super sharp, $9,488.
TAMAROFF DODGE
354-6600

NISSAN, 1987 GXE van, dual air & heat, fully loaded, 29,000 miles, $10,000. 344-7118

PLYMOUTH VOYAGER SE 1985, Air, tilt, power locks & windows, am/fm cassette, automatic, spoke wheels, sharp, $6,100. 778-1181

PLYMOUTH 1989 Voyager LE, power loaded, excellent condition, $8700. 651-6730

VOYAGER LE 1985, loaded, wire wheels, wood siding, excellent condition, $7300. 348-2163 or 348-7530

VOYAGER SE 85 Automatic, air, loaded, low miles, sharp, $5,895.
TAMAROFF DODGE
354-6600

VOYAGER SE 88 7 passengers, air, automatic, power locks. Sharp, $8,488.
TAMAROFF DODGE
354-6600

824 Jeeps & Other 4-Wheel Drives

BLAZER S-10 1987, loaded, 53,000 miles, excellent condition, $6,500. Call: 725-2950 or 876-9450

824 Jeeps & Other 4-Wheel Drives

BLAZER S10 - 1987, power steering & brakes, air, automatic, stereo, aluminum wheels, new tires, 4 wheel drive, $6,800. 981-7436

CHEROKEE-1988, 6 cylinder, 4 x 4 automatic. Cruise, Kenwood stereo, blue, hwy. miles, good condition $6500 728-4047

CHEVY Blazer, 1988 - 4x4 Sport, 4.3 liter, V-6, automatic, loaded, black/gray, extended warranty, 10,200 miles, $13,900. 828-7372

CHEVY S10 1983, pick-up, sport package, excellent condition, $5500. Call before 2pm 471-4298

CHEVY 1985 K-5 BLAZER Automatic, air, 4X4, $8,995
FOX HILLS
Chrysler-Plymouth
455-8740 861-3171

DODGE 1984 150 full size pick-up, 4 wheel drive, 318 auto. Great condition. No rust. $4,000. 357-2249

FORD Bronco 1980 XLT, low miles, new tires/brakes/battery, excellent condition, $4,650. 453-9024

FORD F250-1978, 4 wheel drive, 4 bbl 351, fresh paint, all new drive train, many extras. Extra sharp. $3500/or best offer. 522-7299

FORD - 1988 Bronco II, Eddie Bauer, fully loaded, w/sunroof, running board/ds & alarm. Black w/ tan. $13,500/best. 347-0878

GMC 1984 S-15 High Sierra 6 cylinder, air, topper, hitch, bedliner, am-fm cassette, 4x4 $4750 478-7565

GM S-10, 1987 BLAZER, automatic, am-fm, cloth interior, air, $6000 533-5958

JEEP CHEROKEE 1988 Limited, fully loaded, sun roof, 23,000mi.$18,500. 669-3600

JEEP J-20 1979, V-8 engine, quad-4-matic 4 wheel drive, new tires, $1500 or best offer 565-9240

JEEP WRANGLER: 1988 with hard top, 5 speed, 6 cylinder, stereo cassette. Paint proofing, rust proofing 14,000 miles. Like new!! $10,000. 348-7795

JEEP, 1983 Wagoneer Ltd., leather, power windows/locks/seats, cruise, stereo cassette, automatic, No rust, excellent! $11,000. 647-3438

SUZUKI 1987 California jeep, very low miles. Excellent condition. $6000 firm. 355-3943

824 Jeeps & Other 4-Wheel Drives

JEEP 1988 GRAND WAGONEER full power, South Carolina car, low miles, $12,500
Hines Park Lincoln-Mercury
453-2424 ext.400

RANCHARGER 85 4x4, air, automatic, loaded.
TAMAROFF DODGE
354-6600

825 Sports & Imported Cars

ACURA LEGEND L 1988 Leather interior, power sunroof, anti-lock, brakes, and much more!
SUNSHINE HONDA

ACURA LEGEND: 1986, SEDan, air sunroof, full power, am/fm stereo cassette, $15,000. 851-0474

ALPHA ROMEO 1979 Spider Veloce, black, 5 speed, fuel injection, alloy wheels, cover, service records. Excellent condition. True classic $4450. Rick Wieland
Days-453-7500 Eves-661-1350

AUDI 1980 5000S, customized car, Mono wheel, all extras, $2500 or best offer. Free mechanical examination. 625-5495

BMW 1980, 320-i, red black interior, sunroof, air, low miles, very clean, $3500. 542-9172

BMW 1982- 320i. Steel gray, automatic, air conditioning, very good condition. Dealer maintained, have records. $5600. Days: 357-8931
Eves: 626-5981

BMW 1983 318i 2 door, loaded, cinnabar red
ERHARD BMW
352-6030

BMW 1985 318i 4 door, 5 speed, sapphire blue
ERHARD BMW
352-6030

BMW 1985, 325e, 2 door, 5 speed, artic blue, tinted windows, all options, computer. Asking $12,900 or best offer. 555-6214

BMW 1985 735IA 4 Door, alpine white, excellent
ERHARD BMW
352-6030

BMW 1985 745I TURBO, automatic, low miles.
ERHARD BMW
352-6030

BMW 1986 535 IA, black, beige leather, automatic, 38,000 miles. Excellent. $18,900. 645-1129

BMW 1987 M-6 Black and Gray, 9,000 miles
ERHARD BMW
352-6030

BMW 1987 535ISA Automatic, alpine white, red leather
ERHARD BMW
352-6030

BMW 1989 325 i 4 door, 5 speed, cinnabar red, 7,000 miles
ERHARD BMW
352-6030

BMW-325, 1986, red, 29,000 miles, excellent condition. Like new. Automatic, air, power windows, sunroof, $15,000 563-1960

BMW 525i, 1986, Bronze/beige exterior, black Lend leather interior, 55,000 miles. Extended warranty. New tires. Mint condition. Original owner. $18,500 /offer. 647-3313

825 Sports & Imported Cars

BMW 325-1987, metallic blue, 2 door, extra clean $14,500. Days, 473-6362. Eves. 477-7668

BMW 1983 533i 4 door, 5 speed, high miles, $6,995
ERHARD BMW
352-6030

BMW 1984, 318i, automatic, loaded, leather interior, 64,000 miles, clean, $7,100/best. Larry 489-4125

BMW 1984, 325e, excellent condition, loaded, 39,000 miles. Asking $10,000. Eves/weekends. 651-2458

BMW 5352A 4 DOOR, automatic, silver/gray, $12,900
ERHARD BMW
352-6030

BMW 1986 735i, automatic, loaded, 14,000 miles. Had twins must sell. 722-8478

CONQUEST TSI 1988 - Loaded, 14,000 miles. Had twins must sell. 722-8478

CONQUEST TURBO: 1985, AUTOmatic, loaded!! Excellent condition. $5500. Call 374-3752

CORVETTE CONVERTIBLE 1987, red with black top, automatic, 8,500 miles, new Dayton wires, $25,000. 661-9003

CORVETTE, 1964, Convertible, Riverside red, black interior, 327, 300 HP, original, $17,500. After 7pm 422-3472

CORVETTE 1978, orange flame, automatic, T-tops. Exceptionally nice car. $8250/offer. 661-0303

CORVETTE 1977, low miles, kept in A-1 condition, loaded, must sell, best offer. 591-6424

CORVETTE 1977, excellent condition, asking $8,500. Call after 3:00pm 281-5056

CORVETTE, 1979, L-82, automatic, dark brown, very good condition, $7300 or best. Eves 422-3472

CORVETTE 1979 TO 1984 Huge mid-summer savings on all used vettes in stock. Come in and make us an offer. We are dealing
GORDON
CHEVROLET
ON FORD ROAD IN GARDEN CITY
427-6200

CORVETTE, 1980, Cream, automatic, T tops, 40,000 miles. 455-6049

CORVETTE, 1981, loaded, mint condition. Please call after 6. 249-2078

CORVETTE, 1982 CFI, automatic, loaded, stored winters, excellent condition, $12,500. Call: 647-5429

CORVETTE, 1986, stored winters, 35,000 miles. All options, $18,000. Excellent condition. 228-9494

CORVETTE 1987 convertible - Red 9,000 miles, like new, all options. Best offer over $25,000. 652-1131

CORVETTE 1988, black convertible, saddle interior, mobile phone, loaded, $26,900. 357-4749

DATSUN - 1982 280ZX 2+2, full power, leather, low miles, super clean, must sell, best offer. 557-0204

DATSUN 1982, 280ZX, turbo, t-top, automatic, air, 73,000 miles. $4,000. 348-5437

DATSUN 280ZX 1983, silver, air, am-fm cassette, cruise, new tires, 1 owner, $3900. 338-1054

ENCORE 1985 - 37,000 actual miles, all black, leather interior, $2,095.
TYME'S BUDGET LOT
397-3003

HONDA ACCORD 1985 Automatic, air, cassette, one careful owner, $6,995
Hines Park Lincoln-Mercury
453-2424 ext.400

825 Sports & Imported Cars

FIAT 1980 Spider 2000 convertible. Loaded, one owner, Florida car, good condition. $3900. 471-6134

HONDA ACCORD LX 1987 2 door, like new, 13,000 miles, immaculate! $8,925 478-7212

BILL BROWN USED CARS 522-0030

HONDA ACCORD: 1983, 4 door, air, automatic, am/fm cassette. $3100. Purchased new Honda. 459-1607

HONDA ACCORD 1984, 4 door, 5-speed, air, cassette, clean, very nice. Best offer. 288-8141

HONDA ACCORD 1988 DX $10,500
Livonia Chrysler-Plymouth 525-7604

HONDA ACCORD 1986, hatchback, white, 5 speed, air, stereo cassette, new brakes, well maintained, 48,000 miles, $6,800. 543-0748

HONDA ACCORD 1986 LX Burgundy, 4 door, 5 speed, AC, am/fm cassette. All power accessories. New clutch & brakes. Excellent condition. 72,000 miles. Must sell. $7,000. Days, 420-8135. Eves. 422-3234

HONDA CIVIC 1987- 4 Door, air, am-fm cassette, very good condition, $6700. 352-7782

HONDA Civic - 1987. Low miles, 5 speed, air, tape deck, am fm stereo, good condition. 474-2559

HONDA CIVIC 1981 2 door, automatic, another back to school special at only $1,499
GORDON
CHEVROLET
ON FORD ROAD IN GARDEN CITY
427-6200

HONDA PRELUDE 1981 5 Speed. Very good condition. Air. Sunroof. Stereo. $2100/best. 643-7212

HONDA'S ACCORDS, PRELUDES, CIVICS, CRXS, 100% reconditioned & warranteed, excellent selection.
SUNSHINE HONDA

HONDA 1982 Civic hatchback, sun roof, stereo cassette, extra clean, $1,295. Bob's Garage, 28100 W. Seven Mile 535-8547

HONDA 1984 Prelude, 5 speed, blue, $6,250/offer. 726-6859

HONDA - 1985 Prelude. Air, radio cassette, runs/looks good, new Michelin tires, sunroof, gray, excellent condition, 5 speed, $7000. 354-2542

HONDA 1987 Prelude, automatic, air, am/fm stereo cassette, low miles, white car, excellent condition $9,600. 626-0532

JAGUAR 1985 XJ6 - Beautiful condition. Buckskin leather, 40,000 miles. Call between 8am-5pm, Mon-Fri days. 583-2000

JAGUAR 85 XJ6 Southern car, "beauty". Reduced to $22,995
PAGE TOYOTA 352-8580

MAZDA RX 1987 TURBO II, 5 speed, air, power windows/brakes, much more $13,900. Weekdays, 8am-4pm 237-7415

MAZDA RX7 GS: 1987, White, Great condition. Must sell! $11,250. Call 425-8562

MAZDA RX7-1988, S/E, w/every option, air, equalizer, sunroof, special tires. Extra clean. $12,400. Days, 473-8362. Eves.477-7668

MAZDA 1981 GLC, hatchback, sunroof, runs great, 30 mpg, good tires, $900. Call: 478-8487 or 531-7425

MAZDA 1982 626, clean, 5 speed, new brakes/rotors, runs great, $1800 or best offer. 453-3405 or 484-4241

825 Sports & Imported Cars

MAZDA: 1987, RX7 Turbo. Loaded!! Factory Warranteed. Low miles, $13,750. After 6. 562-3737

MAZDA 1987 RX-7, excellent condition, air, sun, cassette, low miles, stored winters, $11,800. 823-2548

MAZDA 1987, 323 DX 4 door, automatic, in great condition. Air, defog, am-fm cassette, 33,000 miles, $7000. You'll love it! 476-9649

MAZDA 1987, 626, 4 door, air, power, power steering/brakes, am/fm cassette w/equalizer, 51,000 miles. After 5pm. 689-3877

MERCEDES: 1978, 450 SE, 4 door, blue. Loaded, 50,000 miles. Needs body work. $9200. 540-8690

MERCEDES 1984-380 SL, silver, immaculate southern car, 3 yr. warranty. 42K miles. $32,900. 525-9159

MERCEDES 1985, 190E, black, low miles, mint, stored winters, perfect service record, $18,000 negotiable. 528-4183

MERCEDES 300C, 1987, triple black, moon roof, mint condition, $31,000. Call 8AM-4PM 625-3110

MERKUR 1987 XR4TI Automatic, air, sunroof, only 12,710 original owner miles, LIKE NEW!
Hines Park Lincoln-Mercury
453-2424 ext.400

MG 1967 California car, re-built engine & trans. Runs good - looks good, no rust. $2200/best offer. Before 6pm 455-1657

MITSUBISHI 1984 Cordia, good condition. $2500 or best offer. 338-2333

OPEL 1973, GT. 4 speed, manual, extra engine, transmission & rear axel plus tons of other spare parts included. $1800. 626-3568

PORSCHE, 1983, 944, one owner, 18,000 miles, babied, perfect condition, red, $17,500. 227-6371

PORSCHE, 1985½, 944, 8803, 7,000 miles, perfect condition. Best reasonable offer. Eves. 642-3299

PORSCHE, 1985, 911 Carrera Sunroof Coupe. Black with black leather interior, loaded, 38,000 miles, very clean. $32,000. After 6pm 476-8225

PORSCHE - 1986, 944 Turbo. Black, 5 speed, loaded, CD player, telephone, alarm system, all leather, real nice, 87,000 miles, Southern car. $19,100. 373-1744

PORSCHE 1987 944, white with burgundy leather, excellent condition, 34,000 miles, $24,000. 540-2331

PORSCHE 1987 924 S 5 Speed, air, power sunroof, one owner, black beauty. $15,990
SUNSHINE HONDA

PORSCHE 944 1984½, 39,000 miles, black, mint condition, like new, loaded, $16,500. Days 728-4834

PORSCHE 944 - 1985½, gray 18,000 miles, immaculate. $19,000. Evenings or weekends 348-5060

PORSCHE 944, 1985, Silver 28,000 miles. Excellent condition! Loaded! $16,500, or best. 453-3826

RANGE ROVER-1987, V8, air, leather seats, car phone, only 23,000 miles, $24,000 Ann Arbor. 994-4968

RENAULT 1986 Convertible, air, automatic. AM-FM cassette, 40,000 miles, $5000 or best offer. 474-1596

SAAB, 1983 TURBO. 5 speed, loaded, stereo cassette, sunroof, cruise, $8500. 852-2604

SAAB 1987 900 Turbo. Low miles. Remote alarm. Extended warranty. $13,500. Call Mark, eves., 559-3353

SAAB 1988 - 900 Turbo, 2 door. Fully Loaded! Very clean! 525-2886

825 Sports & Imported Cars

STERLING L6, 1987 - 22,000 miles. Excellent condition. Florida car. All options. $14,500. 540-2809

SUBARU DL, 1984, 4 door, 5 speed, AM/FM, rear defog, great condition $2650 or best. 522-4741

SUBURU 1988 GL 10 station wagon, 4 wheel drive, excellent condition, 5 speed turbo, red, loaded, $5,800. 626-2159 643-8355

TRIUMPH TR7, 1978, 427-3454

VOLVO 1981, 240GL, red, 4 door, automatic, air, $3900 or best offer. 656-9843

VOLVO 1984 GL Wagon, loaded, runs great, $6,500. 453-0240

VOLVO 240DL: 1986, Gold metallic, 5 speed, loaded! Mint condition! $5300. Call

YUGO PARTS
100% Fill, on parts, complete body assembly in colors. Call Gary or Jim 1-800-482-8832

1988 MAZDA B-2000 DE-5 PICK-UP 5 speed, stereo, bed liner, well maintained and clean, only $4,995
Bill Cook Mazda
471-0800

1988 PORSCHE 911 CPE Sunroof, leather, tails, 16 inch alloy's. Check it out!
Bill Cook Porsche
471-0044

1987 AUDI 4000 CS 4 door, automatic, air, sunroof, power windows and locks, clean and ready - new car warranty!
BILL COOK AUDI
471-0044

1987 MAZDA 626 Automatic, air, cassette, power steering and brakes. Only 23,000 miles. Priced to sell, $7,995 PAGE TOYOTA 352-8580

1987 MAZDA 323 4 door, automatic, air, power steering and brakes, stereo and cassette, low, low miles. Purchased direct from factory, executive driven, only 9 remain. Hurry. They're going Fast!
Bill Cook Mazda
471-0800

1988 CORVETTE Rose leather, 13,000 miles, and more! $21,985
Jack Cauley Chev./GEO 855-0014

852 Classic Cars

BUICK 1959- Rare parts; Convertibles. 852-8458

BUICK 1970 GS350, automatic, power steering & brakes, post, black. Excellent condition. $5200 or best offer. 646-6899

COMET 1965 Caliente - 2 door hardtop, 6 cylinder, 200 cu. in., automatic, power steering. Excellent condition. 87,000 miles. Looks & runs great. $3300 or offer. 553-0749

CORVETTE 1962, good condition. Roman Red. $15,000. Call after 7pm 737-4362

FORD 1928 Model A, special speed, w/rumble seat, needs restoration, complete excellent body. $3,500. After 5pm: 455-3592

FORD 1948, 4 door sedan, solid, unassembled. Great winter hobby! $1000. 437-3542

FORD 1956 Custom 4 door sedan, 8 cylinder stick, clean Texas car, mechanically perfect. Asking $2000. 365-3563

FOR RENT - Trailer for hauling show or antique cars. You tow or we tow. For reservations & rates, call: 852-8458

MG-TC 1948, restored. Many extra parts. 624-1254

852 Classic Cars

MG-1952, REPLICAR, good condition, needs paint. $3,125. 722-5382

MONTE CARLO 1970 400 cubic inches, automatic, power steer/brakes, air, 72,000 mi, excellent interior, good restorable body, runs well $2500 974-1794

854 American Motors

ALLIANCE-1984, 4 door, air, 39,000 miles. Good condition. Need to sell $1500. 474-5206

ALLIANCE 1985 DL Convertible, white, needs minor repair, make offer. 344-9653

CONCORD 1979, good condition, runs great, $1,100. On Weekdays call before 4pm. 981-2337

ENCORE LS 1988, very good condition, low miles, automatic, 4 door, air, am/fm stereo, $3500 433-3067

RENAULT LE CAR 1983, runs good, looks good, $600 or best. 538-6538

RENAULT, 1984, Alliance, DL, excellent condition, original owner. Clean. $2100. 656-7044

856 Buick

BUICK LESABRE 1980 Automatic, air, all power, $1,695.
FOX HILLS
Chrysler-Plymouth
455-8740 861-3171

BUICK 1981, REGAL 2 Door, power steering and brakes, cruise, only 60,723 miles, like new, $3,395
QUALITY AUTOMOBILES
JEFF DENSON
QUALITY AUTOMOBILES
562-7011

CENTURY LTD 84 Low miles, 4 door, loaded and sharp, $4,588.
TAMAROFF DODGE
354-6600

CENTURY, 1981, Ltd., 4 door, V6, automatic, power steering & brakes, air. 553-2387

CENTURY 1983 Limited, 2-tone blue, excellent condition, loaded, am/fm stereo. $3200. 455-9667

CENTURY 1984 Custom, many options. $1,800, or offer. 420-0431

CENTURY 1984, 4 door custom, 26,000 miles, mint condition, loaded, $5,200. Call: 455-3592

CENTURY 1986, 4 cylinder, good condition, power steering & locks, am/fm cassette. $5200. 656-9533

LESABRE, 1978 V6, 2 door, air, very good condition, 75,000 mi $1450 645-6098

LESABRE 1984, new motor, 6 cylinder, 4 door, loaded, wires car, very good condition, $2,200. 425-5425

PARK AVENUE - 1988. Excellent condition. Fully loaded. New tires & brakes. Call 869-5330, ask for Stacy, or Renee at 425-3050

PARK AVENUE 1989, 13,000 miles, leather, like new, $16,900. 258-8848

PARK AVENUE 1985 - Ivory, red leather interior, extra sharp, only $3,899
TYME AUTO
Plymouth 455-5566

REGAL WAGON-1982, very good condition. Asking $1,750 or best offer. 534-8193

REGAL-1983. Excellent condition. Fully loaded. Great car to take back to college! $3,995. 375-1340

REGAL 1986, am/fm, tilt, power steering/windows. $4,400 or best. Call 8am to 4pm 751-6330 After 5pm. 669-8229

REGAL, 1986, Limited, loaded, 14,000 miles, Old excellent condition. 344-2668

856 Buick

REGAL 1986 Low miles. Excellent condition. Automatic, am/fm cassette. Rear de-fog, cruise 421-2738

RIVIERA-1984, V-6. Loaded. Landau top. 64,000 miles. $5,000. 981-9168 or 464-9621

RIVIERA 1984 V-6 Loaded. Landau top. 69,000 miles. Excellent condition. $6,300. 422-6509 421-2989

RIVIERA, 1985, Black beauty, wires mint, rust proofed, 41,000 mi, $6900 455-8766 or 323-0065

RIVIERA-1989, classic styling, loaded, leather interior, $18,700. 632-5354

SKYHAWK 1982 Limited, sunroof, power steering, brakes, automatic, new brakes, tires & exhaust. 24 mpg, excellent condition. $2200. Call Matt 725-2817

SKYHAWK 1982, 4 door, automatic, good condition, must sell. $2300. 646-7602

SKYHAWK, 1984 - Good condition. $2000 or best offer. 666-1414

SKYHAWK 1984 Custom Wagon, air conditioning, well equipped, 85,000 miles, $3800. 474-5711

SKYLARK 1980, 4 door, automatic, air, $700. 559-7749

SKYLARK, 1986, mint condition, low mileage. 937-1267

SOMERSET 1985 Ltd., loaded, 66,000 miles, looks good, $4,200. Leave message. 273-0343

SOMERSET 1986 T type, 24,000 miles, loaded, clean, $7300 or best offer. Call Mark, days, 563-3112 or eves, after 7pm 255-4751

1988 LESABLE LTD 4 door, air, tilt, cruise, power windows and locks, wires, Burgundy and Beautiful - This week's special, only $9,995
BILL COOK BUICK
471-0800

858 Cadillac

BROUGHAM 1988 rear wheel drive, best offer. After 6pm. 347-6136

CADILLAC ELDORADO 1985 Limited, flawless, sterling silver with red leather trim. Real wire wheels, voice tires, Must see! Warranty. Only $9,495
JEFF BENSON CAR CO.
QUALITY AUTOMOBILES
562-7011

CADILLAC ELDORADO 1984 Super-sharp upl must see this one. Loaded with leather. $6,399
GORDON
CHEVROLET
ON FORD ROAD IN GARDEN CITY
427-6200

COUPE DEVILLE 1972, Hardtop, excellent condition. Air, no rust. $2,000/best. 591-6636

COUPE DE VILLE 1987 One owner, new car. $12,500
Hines Park Lincoln-Mercury
453-2424 ext.400

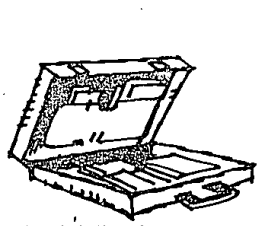
ELDORADO BIARRITZ 1985½-mint, triple black, loaded. $9,797 or best. Call, leave message. 681-1231

ELDORADO-1984, Excellent condition. Low mileage. Leather interior. Brier brown exterior. $4700 Days 636-4737 Eves. 635-3318

WRITE IT AND REAP!

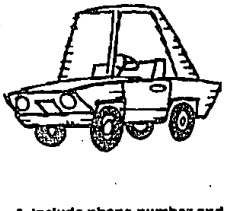
Writing a classified ad that gets results—whether it be for real estate, employment, the personals, transportation, or merchandise— is easy if you follow the guidelines below.

1. Give the reader specific information. Pretend you are someone reading the classifieds. What would you like to know about the item, service or job you are advertising? Be sure to add details such as color, size, condition, brand name, age, features and benefits. Be accurate! Don't embellish your ad with misleading information. Stick to the facts and reap the rewards!

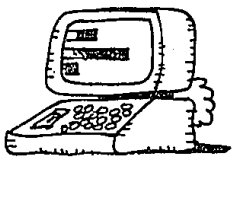


2. Include the price. Don't waste your time or a potential buyer's time. If you advertise the price of the item or service you offer, the people who respond to your ad will be those who are genuinely interested. Surveys show that readers are more interested in those items and services they know are within their price range.

3. Avoid abbreviations. Don't make a potential customer work too hard! Although you may be tempted to cut down on the cost of your ad by using abbreviations, surveys indicate that many people don't understand such abbreviations as EIK (eat-in kitchen) or WSW (white side wall) tires and won't take the time to figure them out. A confused reader is a disinterested reader. Get the most for your money and use complete words.



4. Include phone number and specify hours. Be sure to let potential customers know when and where to call. Surveys show that even if a person is very interested in your item or service, he or she will not call back after the first attempt. Stay near the phone during the hours you indicate you will be available. Don't risk missing a sale!



5. Run on consecutive days. Your ad will not get results if people don't see it! Therefore, it is important to set up a consistent and consecutive ad schedule with your telephone salesperson or outside sales representative.

NAME_____ PHONE_____
ADDRESS_____
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MESSAGE_____
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_____

Use this form to write your classified advertisement before you call...or fill it in and mail to:

The Observer & Eccentric Newspapers
36251 Schoolcraft
P.O. Box 2428
Livonia, MI 48151-0428

Observer & Eccentric
CLASSIFIED ADVERTISING
644-1070 Oakland County 591-0900 Wayne County 852-3222 Rochester/Rochester Hills
DEADLINES: 5 P.M. TUESDAY FOR THURSDAY EDITION /5 P.M. FRIDAY FOR MONDAY EDITION